

# LAWN AND GARDEN OUTDOOR P-O-P SIGNING PROGRAM



**Challenge:** As category captain in WalMart Stores, Inc., MTD needed an effective in-store signing program that not only showcased their product's features and benefits but also was durable enough to withstand an outdoor display environment.

## ProjectENGINEERING:

- Concept Development, Renderings and Mock-ups.
- Managed print production of signing and manufacturing of PVC sign holder brackets.
- Kit packed into inner cartons and master shipper.
- Performed third party ship test to ensure safe packing and delivery.
- Warehoused backup kits for new store distribution.
- Performed in-store walk-thrus in Illinois, Kansas, Missouri and Arkansas to rate execution success.

## SuccessPOINTS:

- Extremely efficient pack-out resulted in minimal damage to kit contents upon delivery.
- Set-up instructions printed on corrugate allowed associates to utilize packaging for kit assembly, not only insuring less damage to signing but also ensuring accurate execution at store level.
- Superior performance in outdoor conditions due to the design engineering of vertical flutes on the coroplast signs which allowed for water drainage and weather resistant tape used to apply brackets to signs.



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